



CONFIDENTIAL

50X1-HUM

Party and mass organizations show interest in the distribution of the press by appointing representatives, in enterprises and establishments, who handle the distribution. The distribution of the press and collection of subscription money within an enterprise is delegated to the best worker by the primary party or other organization of the enterprise; this public press representative (*obshtestven pulnomoshtnik po pechata*) is directly responsible to that organization. The same procedure takes place in the kvartals. A representative of each section (kvartal) in the Stalin Rayon of Sofia, for example, maintains liaison with the rayon organizer of the Capital REP section. The public press representative of each kvartal must give his name, address, and telephone number to the rayon organizer of the Capital REP section. The rayon organizer must keep a list of all public press representatives with whom he maintains liaison, and must carry out all duties connected with the distribution of the press. He distributes posters and propaganda material, advertising the Bulgarian and Soviet press, to the public press representatives under his command, who are responsible for propaganda and agitation in their establishments or kvartals. To create greater interest in reading the press and to increase the circulation, the public press representative may, under the auspices of the party or other mass organization, organize group-reading of newspapers. He must see that newspapers are regularly received by his establishment or kvartal, and must distribute them himself if the establishment or enterprise is small. In the case of large enterprises, the public press representative distributes the press to the various shops, where shop representatives distribute them to the individual subscribers.

At present, there are 240 enterprises and establishments in the Stalin Rayon of Sofia with public press representatives. The entire rayon has 300 public press representatives. The present circulation of *Rabotnichesko Delo* in the Stalin Rayon is 16,538; *Trud*, 1,868; *Otechestven Front*, 632; *Narodna Mladezh*, 1,508; *Za Traen Mir, za Narodna Demokratiya* (For a Lasting Peace, For a People's Democracy), 2,620; *Naruchnik na Agitatora*, 2,950; or a total of only 26,116 instead of the planned 50,100. This unfavorable showing must be attributed to the poor work of the Capital REP section and of the rayon organizers, as well as to the lack of cooperation given the Ministry of PTT by party and mass organizations.(1)

Starting 1 January 1953, *Tekhnichesko Delo*, biweekly organ of the NTS (Nauchno-tekhnicheski suyuz, Scientific and Technical Union), published in Sofia, will be distributed by the Postal Communications Administration of the Ministry of PTT. According to the new subscription system, only those are considered subscribers to this newspaper who have paid their subscription money during the 1 October - 15 December subscription period. Subscribers are urged to pay their subscription money (8 leva per year) as soon as they are contacted by postal employees. The collection of the subscription money can be simplified if primary organizations of the NTS prepare lists of subscribers from local enterprises and technical establishments, and deliver these lists with the collected subscription money to the designated postal distributor.(3)

## SOURCES

1. Poshtenets, No 1, Jan 52
2. Sofia 1952 Telephone Directory
3. Tekhnichesko Delo, 5 Oct 52

- E N D -

- 2 -

CONFIDENTIAL